

CLAIMS

What Is Claimed Is:

1. A method of implementing a business method conceived by a consumer by participation of consumers in implementing the business method, comprising the steps of:

gathering business methods conceived by consumers that coincide with a

basic business method concept of a company; and

discussing via a communication network at least one of the gathered

business methods, between a conceiver of the business method and

the company, in order to implement the business method as an

executable method.

2. The method as claimed in claim 1, wherein at least one additional consumer other than the conceiver, participates in the discussion via the communication network.

3. The method as claimed in claim 2, wherein the additional consumer is selected from among conceivers of similar business methods and experts in the business field to which the discussed business method relates.

4. The method as claimed in claim 1, further comprising the steps of:

selecting one of the business methods implemented as the executable

methods by discussing via the communication network, as a core

method to be executed;

opening to the public via a communication network the core method

together with an announcement of gathering proposed business

methods conceived by consumers that increase the added value of the core method; and

gathering business methods conceived by consumers via a communication network that relate to the core method.

5. The method as claimed in claim 4, wherein the conceiver of the core method becomes at least one of a stockholder and a business partner of the company.

6. The method as claimed in claim 4, wherein a predetermined proportion of profit obtained by executing the core method is shared with the conceiver of the core method.

7. The method as claimed in claim 4, wherein a predetermined proportion of profit obtained by executing the core method is shared with the additional consumer who has participated in the discussion.

8. The method as claimed in claim 4, further comprising the step of publicly opening via a communication network information containing the core method, the conceiver of the core method, how the core method was executed, and profit obtained by executing the core method.

9. The method as claimed in claim 4, further comprising the step of discussing via the communication network at least one of the gathered business methods that relate to the core method, between a conceiver of the business method that relate to the core method and the company, in order to implement the business method as an executable method that increases the added value of the core method.

10. The method as claimed in claim 9, wherein at least one additional consumer other than the conceiver of the business method that relate to the core method,

participates via the communication network in the discussion of the business method that relate to the core method.

11. The method as claimed in claim 10, wherein the additional consumer who participates in the discussion of the business method that relate to the core method, is selected from among the conceiver of the core method, conceivers of the similar business methods, and experts in the business field to which the discussed business method relates.

12. The method as claimed in claim 9, further repeating the steps consisting of:
selecting one of the business method implemented as an executable
method which increases the added value of the core method by
discussing via the communication network as an improved method to
be executed;
opening to the public via the communication network the improved
method together with an announcement of gathering proposed
business methods conceived by consumers that increase the added
value of the improved method;
gathering business methods conceived by consumers via a communication
network that relates to the improved method; and
discussing via the communication network at least one of the gathered
business methods that relates to the improved method, between a
conceiver of a business method that relates to the improved method
and the company, in order to implement the business method as an
executable method which increases the added value of the improved
method.

13. The method as claimed in claim 12, wherein at least one additional consumer other than the conceiver of the business method that relate to the improved method, participates via the communication network in the discussion of the business method that relate to the improved method.

14. The method as claimed in claim 12, wherein the conceiver of the improved method becomes at least one of a stockholder and a business partner of the company.

15. The method as claimed in claim 12, wherein a predetermined proportion of profit obtained by executing the improved method is shared with the conceiver of the improved method.

16. The method as claimed in claim 12, further comprising the step of opening to the public via the communication network information containing the improved method, the conceiver of the improved method, how the improved method was executed, and profit obtained by executing the improved method.

17. The method as claimed in claim 12, wherein the communication network is Internet.

18. A system for implementing a business method conceived by a consumer by participation of consumers in implementing the business method, comprising means for discussing via a communication network at least one business methods that coincide with a basic business method concept of a company, in order to implement the business method as an executable core method and as an executable improved method.

19. The system as claimed in claim 18, further comprising means for gathering business methods conceived by consumers via the communication network.

20. The system as claimed in claim 19, further comprising means for opening to the public via the communication network as to information containing the executed business method, after selecting one of the implemented business method by discussing via the communication network as the business method to be executed.